

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

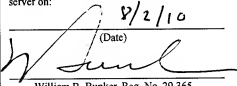
Applicant : Christensen et al.
App. No : 10/806,084
Filed : March 22, 2004
For : BROADCAST RESPONSE METHOD
AND SYSTEM
Examiner : Sheila B. Smith
Art Unit : 2617
Conf # : 1383

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William B. Bunker, Reg. No. 29,365

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Notice of Allowance mailed May 3, 2010 and the Supplementary Notice of Allowance mailed on July 27, 2010, Applicants respectfully submit the following comments on the Examiner's Statement on Reasons for Allowance and on the Supplementary Notice of Allowance.

Remarks/Arguments begin on page 2 of this paper.

Application No.: 10/806,084
Filing Date: March 22, 2004

REMARKS

Comments on Statement of Reasons for Allowance and on Supplementary Notice of Allowance

Applicants respectfully traverse the Examiner's Statement of Reasons for Allowance to the extent it suggests that patentability rests on a particular feature, or combination of particular features, of a particular claim or claims. It is each claim, taken as a whole and independent from other claims, that determines patentability. In addition, Applicants also traverse the Examiner's Statement of Reasons for Allowance to the extent that it may imply that certain features mentioned by the examiner as quoted from one claim are found in all claims. Such is not the case.

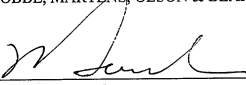
Further, Applicants submitted the Terminal Disclaimer in the interest of expediting the prosecution of the present application. Applicants note that the filing of a Terminal Disclaimer to obviate a rejection based on nonstatutory double patenting is not an admission of the propriety of the rejection. *See* M.P.E.P. § 804.02(II).

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 8/2/10

By: 
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